



Building A Rich Heritage

THE COLLEGE OF AGRICULTURE
ALUMNI ASSOCIATION
AT THE UNIVERSITY OF ILLINOIS

Foreword

This brief history commemorates three decades of alumni service to the University of Illinois College of Agriculture (1956-86) by members of its Agricultural Alumni Association. Also recorded are the pioneering achievements of an earlier College alumni organization, a group which "blazed the trail" in the areas of alumni organization, recognition, and service during the early years of the twentieth century.

We are especially pleased to highlight those selected experiences which have contributed so greatly to the heritage of one land-grant college of agriculture, its supporters and associates, and its many graduates.

On behalf of the current officers, Board of Directors, and membership of the University of Illinois College of Agriculture Alumni Association, I wish to express deep appreciation to the founders and longtime leaders of this organization. Their foresight, dedication, and hard work have contributed immeasurably to the Association's later growth and success.

We are particularly indebted to three former Association Secretaries — **Karl E. Gardner**, **Frank H. Mynard**, and **Earl H. Regnier** — for their compilation of historical materials about the Association and for their generous assistance in preparing this publication. Our special thanks also go to **William D. Cupps**, Administrative Editor of the College's Office of Agricultural Communications and Extension Education, whose editorial efforts made this final document possible.

The pages of *Building a Rich Heritage* reveal a proud record of alumni achievement — the combined efforts of officers, board members, committees, and the

membership as a whole in nurturing a tradition of excellence for the Association and the outstanding College and University it serves.

Past accomplishments, I believe, represent a firm foundation for future growth. The Association can justifiably look forward with anticipation to many challenging opportunities for service during its fourth decade and beyond.



A stylized, handwritten signature in dark ink, reading "Dennis G. Hackett".

Dennis G. Hackett '65
President, College of Agriculture Alumni Association
University of Illinois at Urbana-Champaign

Birth of a Heritage: 1911-17

Under the dynamic leadership of Dean **Eugene Davenport** (1895-1922), student enrollments in the University of Illinois College of Agriculture burgeoned during the early decades of the twentieth century. Although only a handful of individuals were enrolled in the sparse agricultural curriculum as late as 1895, the College could proudly boast of more than 800 students by the beginning of the 1911-12 academic year.

This academic renaissance was nurtured and reinforced by other significant developments in the College. With the strong support of the Illinois Farmers' Institute and other agricultural leaders statewide, funding had been secured to construct an impressive new College of Agriculture Building (later to be renamed Davenport Hall) in 1900. The College faculty had grown, both in numbers and quality; and a full-blown agricultural curriculum was now in place to fulfill the dream of "a liberal and practical education" for the state's farm youth. Pre-dating the passage of the federal Smith-Lever Act in 1914, the College's new Extension Division also provided lecturers for frequent Farmers' Institutes, short courses, and educational meetings for alumni and other agriculturalists throughout Illinois.

As the College entered the second decade of the new century, conditions indeed seemed ripe for the formation of a new agricultural alumni association. Such an organization, supporters believed, could foster the interests of the College, advance agricultural science, and provide an effective vehicle for service and social interaction among the rapidly growing numbers of Illinois

agricultural alumni.

On October 4, 1911, a group of agricultural alumni met at the Illinois State Fairgrounds in Springfield "for the purpose of organizing the alumni of the College of Agriculture." **F. M. "Fanny" Simpson**, a staff member in the College's Extension Division, was named temporary chairman and instructed to appoint a committee to draft a constitution. This committee was to present its report at the annual Corn Growers and Stockmen's Convention (popularly known as the "short course") in Urbana. **J. B. Stout**, of Springfield, also was named temporary secretary of this group.

A second meeting of the organizing committee was held on January 12, 1912. Simpson announced that the committee to draft an association constitution consisted of **Clarence A. Shamel '91**, editor of the *Orange Judd Farmer*; **Earl Garver**, official cow tester; and **Fred H. Rankin**, Assistant Dean of the College and Head of its Extension Division. The committee presented its proposed constitution, which subsequently was adopted.

The first officers of the College's new Agricultural Alumni Association were **Clarence A. Shamel '91**, President; **Earl Garver**, Vice-President; and **J. Kennedy Kincaid '09**, Secretary-Treasurer. Prominent Illinois agricultural leaders **Frank I. Mann '76**, of Gilman; and **Ralph Allen, Sr. '76**, of Delavan, were among those attending the organizational meeting.

The newly approved constitution stated three primary objectives for the Agricultural Alumni Association: "To promote the science of agriculture, encourage a more rational system of farm management, and unify

Birth of a Heritage: 1911-17

the efforts of all interested in agricultural education." Active members would include all who had graduated from the College of Agriculture; those who attended the College or participated in any of its numerous short courses would become associate members. No dues were assessed, but agricultural alumni members were asked to contribute one dollar annually (and associate members fifty cents annually) to help defray the Association's expenses.



Rapidly growing student enrollments in the College of Agriculture during the early 1900's helped stimulate interest in the formation of a new Agricultural Alumni Association. Shown is a typical College classroom scene from 1904.

The Association quickly moved to honor those who had contributed to agricultural science and Illinois agriculture. **A. P. Grout**, President of the influential Illinois Farmers' Institute; **J. T. Montgomery**, Superintendent at the Illinois State Fair; and several College faculty members were recognized as honorary members of the Association.

In February, 1912, **F. M. Simpson** wrote to Association Secretary **J. Kennedy Kincaid**, suggesting that other U.S. colleges of agriculture be contacted to determine if 1) they had organized a similar agricultural alumni association, and 2) if they might be interested in forming a national organization of such associations. This was immediately done, eliciting replies from more than 40 agricultural institutions nationwide.

Several respondents to the Association query indicated that an agricultural alumni association had been formed at their institution. Most, however, reported that no such organization existed.

There is nothing in the Agricultural Alumni Association's early files to indicate that an attempt was made to form a national association, although there were a number of interesting replies. **M. L. Fisher**, a faculty member at Purdue University, noted that an agricultural alumni association was formed at Purdue in 1903 and that an annual luncheon of Purdue alumni at the Indiana State Fair was well-attended. Fisher added, however, that attempts to hold an annual program at the time of the "short course" met with "indifferent success."

It was noted that a very active Student Association also had been formed at the New York State College of

Birth of a Heritage: 1911-17

Agriculture in 1910. Its constitution provided for both a resident division (current faculty and students) and a non-resident division composed of alumni. Other responses to the Agricultural Alumni Association's letter stated that it would be unwise to form a separate alumni association solely for colleges of agriculture.

In March, 1912, Secretary **J. Kennedy Kincaid** contacted all agricultural alumni of the University of Illinois on the Association's new letterhead, informing them of the existence of the new organization and enclosing a copy of its constitution. Alumni records were regularly kept by Extension staff member **F. M. Simpson**, and the early files indicate that all mailings were distributed by the College's Extension Office.

A subsequent meeting of the new Association was held at the annual Cattle Feeders Convention in April, 1912. A committee was appointed to formulate rules for a new "livestock section" in the Association; and the section was officially formed at the dairy building of the Illinois State Fair on October 9, 1912. **B. T. Abbott**, of Morrison, was named president of this affiliate group; and the extremely active **F. M. Simpson** was named secretary.

The need to disseminate alumni information on a regular basis stimulated interest in a possible alumni publication. During the summer of 1912, **F. M. Simpson** arranged to have two pages of the College's monthly student magazine, *The Illinois Agriculturist*, devoted to alumni notes and announcements. This continuing arrangement was concluded at no cost to the Association, although additional pages would cost \$12.50 each.

In the October, 1912 issue of the student magazine, the Association's first "Alumni Notes" appeared, along with the following acknowledgement and call for agricultural alumni news: "Through the kindness of the officers of *The Illinois Agriculturist*, the Agricultural Alumni Association has been furnished two pages for notes. Mr. Simpson would like to receive news from time to time concerning any of the alumni and would certainly welcome contributions from any of the graduates or former students." The article also stated that a one dollar per year contribution to the Association would enable the donor to receive the magazine.



The construction of a new College of Agriculture Building in 1900 contributed to the growth and expansion of the College. The spacious new facility, shown above in an early photo, was later renamed Davenport Hall in honor of early College Dean Eugene Davenport.

Birth of a Heritage: 1911-17

The October, 1912 meeting of the Agricultural Alumni Association was held at the Illinois State Fair in Springfield. At this time, it was announced that the Association had been given responsibility for presenting a program at the annual Corn Growers and Stockmen's Convention (short course) in January, 1913. This was successfully completed in conjunction with the 1913 annual meeting of the Association. The February issue of *The Illinois Agriculturist* reported that the convention was attended by 937 people, perhaps swelled by the program efforts of the alumni in attendance.

Alumni articles in *The Illinois Agriculturist* also expressed concern about the rapidly changing mix of resident students enrolled in the College, including sizable numbers having non-farm background and a total of 81 from the city of Chicago. Alumni of the College who operated farms were strongly encouraged to afford non-farm students the opportunity to spend the summer gaining practical experience on their land. In spring, 1915, the College's Extension Division would send letters to all alumni members making a similar plea.

By September, 1913, the Association arranged to have a headquarters room at the Illinois State Fair. **F. M. Simpson** informed the Association president that he had accepted a position in the College's Animal Husbandry Department and would no longer be able to maintain alumni records. The now-familiar "Alumni Notes" continued to appear in *The Illinois Agriculturist* and were temporarily edited by **E. W. Hitchcock '15**, a current student.

The alumni program and Association meeting was repeated at the annual short course in January, 1914. Association Secretary **J. Kennedy Kincaid**, it was reported, "planned on coming to the Agricultural College a week before the annual Corn Growers and Stockmen's Convention, January 18-30 to make preparations for short course students." **J.H. Checkley '13**, a member of the College's Extension staff, became the new alumni editor and continued in that position until World War I.

The January, 1916 issue of *The Illinois Agriculturist* reported that the University of Illinois Alumni Association was now soliciting funds to construct a new Gregory Memorial Building — a major capital project. The planned structure would serve as a combined art gallery and alumni headquarters. The article noted that "a campaign was started to collect \$150,000 for the building" and that, "The Alumni Association is now hoping to announce the Gregory Memorial Building as an assured thing at commencement next spring." There was no further mention of the building campaign in later issues of *The Illinois Agriculturist* or of later involvement by agricultural alumni. The ambitious project plans were likely interrupted by the departure of many agricultural alumni for military service in World War I.

The final item about activities of the early Agricultural Alumni Association was recorded in the March, 1917 issue of *The Illinois Agriculturist*. It was reported that the annual alumni meeting was held on January 25, 1917, during the winter short course and the following Association officers were elected: **C. L. Meharry '07**, President; **L. W. Wise '04**, Vice-President; and **J.**

Birth of a Heritage: 1911-17

Kennedy Kincaid '09, Secretary.

The U.S. became involved in World War I in April of that year, and many College graduates were of age to serve in the armed forces. During the fall of 1917 and in early 1918, most of the "Alumni Notes" in *The Illinois Agriculturist* were about men in the service. There were no issues of the College's student magazine for fall, 1918; and "Alumni Notes" did not reappear when the publication was resumed in the following year.

The University of Illinois Alumni Association published an *Alumni Quarterly and Fortnightly News* during the 1910-22 era. No mention, however, was made of the Agricultural Alumni Association after the election of officers in 1917. The January and June, 1918 issues of the newsletter did mention that agricultural alumni editor **J. H. Checkley '13** had been given a leave of absence to work in the campaign for food production and had later become an agent in animal husbandry for the U.S. Department of Agriculture.

The University publication also noted, in July, 1919, that fund-raising for the proposed Gregory Memorial Building had been discontinued and that alumni committee would cooperate in constructing a suitable War Memorial for those who lost their lives in World War I. This memorial project subsequently was completed in the form of the University of Illinois Memorial Stadium and athletic field.

A number of prominent agricultural alumni at the University of Illinois would form and incorporate a **Cyril G. Hopkins Memorial Association** in 1920. Trustees named for the Memorial Association were

Frank I. Mann '76, **Ralph Allen, Sr. '76** and **A. N. Abbott '85**. The group sought to raise \$250,000 for a memorial to the renowned soil scientist, who had died in 1919.

It appears likely that the early Agricultural Alumni Association at the University of Illinois was a unwitting casualty of World War I, fragmented because of more pressing needs for agricultural manpower and concern for a nation and world in conflict.

Four decades would pass — and with them, the even greater societal tribulations of the Great Depression and World War II — before a later generation of agricultural alumni would resurrect the early dreams of a viable alumni organization of and for the University of Illinois College of Agriculture. Nevertheless, the pioneering achievements of this "first" College alumni organization would constitute the birth of a heritage to be nurtured and preserved.

New Beginnings: 1956-66

The years immediately following World War II produced unprecedented growth and change in much of the American higher education, including the University of Illinois. By the early 1950's, however, a perception gradually developed among faculty, alumni, and other supporters of the University of Illinois College of Agriculture that enrollments of agriculture students in the College should be increasing at a faster pace.

The College's newly established Enrollment and Student Relations Committee, chaired by Professor **Karl E. Gardner**, explored several possible means of better informing prospective agriculture students about the advantages of attending the College. These included working more rigorously through the College's Extension Service channels, holding regular campus open houses, and utilizing alumni members for student contact and recruitment work.

Unfortunately, no College alumni organization currently existed to fulfill this vital student recruitment role. To make matters worse, no one seemed aware that a viable Agricultural Alumni Association had existed some forty years before — complete with officers, constitution, and a publication — to serve as a model for a contemporary alumni group.

New alumni initiatives, however, were underway to remedy this situation. In April, 1955, **William D. Mason '53**, of LaGrange, contacted Associate Dean **Harold W. Hannah '32** to suggest the formation of a new College of Agriculture Alumni Association. The proposal was favorably received and passed along to

the College's Enrollment and Student Relations Committee for further consideration.

During the next several months, Mason and others continued to advance the idea of establishing a College alumni group. Supporters believed that such an organization could effectively promote student enrollments, foster collegewide programs and activities, and provide a system for alumni recognition, gifts, and endowments. Above all, the organization was needed to help renew alumni "spirit" and pride in the past history and accomplishments of the College.

A further meeting was called for October 29, 1955, in Mumford Hall on the Urbana campus. At this time, the six College alumni and five faculty members in attendance explored the possible need for an active alumni organization. Some specific issues of concern included lagging enrollments, the need for agricultural scholarships, and the public image of the College. Meeting participants also expressed a need for renewed College and alumni spirit and an improved capability to lobby for increased College funding and badly needed capital improvements.

Notes from this meeting also indicate that a temporary alumni committee was organized with alumnus **William D. Mason '53** as temporary chairman and **John H. Behrens '42**, a College faculty member, as temporary secretary. In addition to Mason and Behrens, this eleven-member "Founders Committee" included alumni members **Merle E. LeSage '49**, **Walter J. Schlichting '51**, **Donald Walker '52**, **Lowell Warner '53**, and **Donald R. Wilken '52**. Faculty members present were **G. Richard Carlisle, '47**, **Hadley Read**, **Harry G. Russell, '30**, and

New Beginnings: 1956-66

Karl E. Gardner.

On January 5, 1956, Behrens sent a letter to all Extension farm advisers and vocational agriculture instructors in Illinois, inviting them to attend an organizational meeting at the annual Farm and Home Festival on January 31. Objectives of the proposed College of Agriculture Alumni Association were listed, two types of alumni memberships (active and associate) were delineated, and officer responsibilities were described. A similar letter was sent to all College faculty members on January 19.

The successful January 31 meeting brought the new alumni organization into existence. The first officers of the fledgling College of Agriculture Alumni Association were **Joseph W. Ashbrook** '32, President; **Merle E. LeSage** '49, Vice-President; and **John H. Behrens** '42, Secretary-Treasurer. The Association's 1956-57 Board of Directors included **Donald O. Lee** '25, **Thomas L. Reedy** '49, **John F. Rundquist** '46, **Melvin E. Sims** '41, **Ralph J. Thomas** '39, **J. Lyle Trisler** '35, and **Donald E. Walker** '52.

By June, 1956, the "University of Illinois College of Agriculture Alumni Association" was chartered as a non-profit corporation, and a constitution and by-laws were drawn up. **Fred B. Hoppin**, '41, Extension farm adviser for Logan County, was appointed the Association's first membership chairman. The first informal meeting of the new Association was held at the Illinois State Fair in Springfield on August 15 of the same year.

Almost immediately after the Association's birth, a concerted effort was launched to build county alumni

organizations and to promote county and area alumni meetings throughout Illinois. This strategy would prove to be an excellent means of increasing Association membership, promoting alumni spirit, and facilitating interaction between alumni and College staff. One of the first county alumni meetings was organized by orchardist **Curt E. Eckert** '30 of Belleville in fall, 1957.

At the Association's second annual meeting in March, 1958, membership chairman **Fred B. Hoppin** reported that 21 Illinois counties now had county alumni chairmen and that the growing Association membership now stood at more than 600. New life memberships — complete with a fine leather membership card — would later be introduced to aid the Association's membership effort. By March, 1966, the end of the Association's first decade of existence, total membership had grown to more than 2,500.

Although county alumni organizations grew and flourished in several areas of Illinois, it soon became apparent that alumni concentrations in certain parts of the state were insufficient to support such groups. An "area approach" to alumni organization subsequently was adopted, with the Association using the ten Cooperative Extension Service district boundaries as a geographic basis for its alumni districts. The Association also elected its district directors from the same geographic areas until the 1970's, when the highly populated metropolitan area in and around Chicago was sub-divided into north and south districts.

New Beginnings: 1956-66



The Association's 1956-57 officers and Board of Directors had a major role in charting the future directions of the newly formed agricultural alumni group. The Association's first officers were (seated, left to right) Merle E. LeSage '49, Vice-President; Joseph W. Ashbrook '32, President; and John H. Behrens '42, Secretary-Treasurer. Other Board of Directors members included (standing, left to right) Melvin E. Sims '41, Thomas L. Reedy '49, John F. Rundquist '46, Donald E. Walker '52, and Donald O. Lee '25. Not shown in this group photo were Board members Ralph J. Thomas '39 and J. Lyle Trisler '35.

One of the first area meetings of the Association was organized and held in Quincy, Illinois on January 23, 1957. Other early alumni gatherings attracting large crowds included those regularly held at the University's Dixon Springs Agricultural Center in Pope County by DSAC Director **Robert J. Webb '37** and well-known Extension farm adviser **Donald O. Lee '25** of Mt. Vernon.

District directors were strongly encouraged to invite prospective agriculture students and their parents to area meetings, thus promoting the longtime Association goals of student contact and recruitment for the College. High-school students frequently attended in good numbers.

The usual area meeting format consisted of a delicious meal, followed by a presentation by a College dean, department head, or faculty member. From the early years onward, alumni participants in the many area meetings expressed deep interest in College enrollments, admissions, student affairs, and the total University. Associate Dean **Karl E. Gardner**, who assumed his new administrative role in 1959, noted the positive atmosphere of the early alumni gatherings: "The loyalty and affection of agricultural alumni for their alma mater came through clearly and made the affairs most enjoyable."

Among the important concerns of the recently organized Association was a desire to compile an accurate history of the College of Agriculture and recognize major contributors to its evolution and advancement. During the late 1950's, alumni members were vividly reminded that this was a shared interest with the earlier Agricultural Alumni Association at the University of Illinois.

At the October 18, 1958, meeting of the Association's Board of Directors, **Fred B. Hoppin** introduced **Ralph Allen, Jr.**, who was a 1912 College alumnus and

New Beginnings: 1956-66

member of the earlier association. Allen reported on the important work of the **Cyril G. Hopkins Memorial Association** in the 1920's and its historical implications for the College.

Hopkins, a distinguished soil scientist and Head of the College's Department of Agronomy, had died while returning from Greece in 1919. Allen noted that the Hopkins Memorial Association had been incorporated in the following year to raise \$250,000 as a memorial fund. Its purpose was truly grandiose — "To carry the benefits of the Illinois system of agriculture as originated by the late Dr. Cyril G. Hopkins to the ends of the earth."

Allen now strongly urged the later Association "to establish some type of historical recognition honoring those who had rendered outstanding service to Illinois agriculture." As a representative of the earlier Hopkins Memorial Association, he was particularly interested in having some type of commemorative marker placed at Hopkins' famous Poorland Farm in Marion County, Illinois.

After some discussion, Hoppin moved that the Association should establish a new Historical Committee to investigate and propose historical recognitions relevant to the College and Association. The eight-member standing committee would include four alumni members appointed in staggered terms and four members appointed by the College. The motion carried, launching the Association on one of the major projects of its first decade.

On May 2, 1959, the Association's Board of Direc-

tors appointed the organization's first Historical Committee; and College faculty member **R. C. Ross** subsequently was elected committee chairman. The joint faculty-alumni group was specifically directed "to undertake a study of people and events in Illinois Agriculture that merit recognition."

The committee quickly undertook the ambitious task of examining and updating the College's history. By 1960, departments in the College were asked to submit a detailed report of their historical development to the Agriculture Library repository. The Historical Committee particularly cited faculty member **O. H. Sears** and others in the Department of Agronomy for preparing "an excellent printed history."

The Association agreed to contribute the sum of \$1,000 to support the collection and organization of historical documents, photos, and other materials pertaining to the College's past development. Professor Emeritus **Elmer Roberts '13**, who would be officially designated College Historian in 1962, was given the herculean task of compiling a comprehensive historical record of the College.

The Historical Committee began evaluating a large amount of historical materials for use by the College Historian and/or for repository in the Agriculture Library and University Archives. Minutes of the June, 1962 committee meeting indicate that the correspondence collections of both **Ralph Allen Sr. '76** and **Frank I. Mann '76** (prominent figures in the earlier history of the College) were among the many important historical documents to be reviewed.

New Beginnings: 1956-66

Meanwhile, the impetus given to historical recognition by **Ralph Allen, Jr.** '12 was destined to be successful. Allen was appointed an honorary member of the Association's Historical Committee; and, in 1962, he



The Association's Historical Committee obtained the Cyril G. Hopkins memorial plaque and arranged for the dedication ceremony at the College's Brownstown Research Farm on September 5, 1962. Shown at the 1962 dedication were (left to right) De Vere Mummert, Association President; Donald Hopkins, nephew of Cyril G. Hopkins; Louis B. Howard, Dean of the College; and Jonathan B. Turner, Fayette County farm adviser and local arrangements chairman.

presented a motion to the Association's Board of Directors to dedicate "a plaque, a memorial to Dr. Cyril G. Hopkins and his Poorland Farm, for location at the Brownstown Research Farm."

Formal ceremonies citing Hopkins' many outstanding achievements as a "soil scientist, teacher, administrator, and public servant" were held at the College's Brownstown Agricultural Research Farm on September 5, 1962 — the 25th anniversary of the experimental farm. A bronze plaque donated by the Association was unveiled by **Don Hopkins**, a nephew of the famed agricultural scientist.

Although Allen's special request had now been honored, the larger task of compiling a College history remained. The vast amount of historical information collected and compiled by **Dr. Elmer Roberts** would later be turned over to **Richard G. Moores**, publications editor in the College. In 1970, Moores completed and published a definitive history of the College entitled *Fields of Rich Toil*.

It is perhaps fitting that a photo of Dr. Cyril G. Hopkins, a major contributor to Illinois and U.S. agriculture, would dominate the book jacket of *Fields of Rich Toil*. Less well known, however, was the important role of the Association's Historical Committee in memorializing Hopkins, Davenport, Morrow, and many other prominent figures in the College's early (and later) history.

The founding officers and directors of the Association, like their predecessors more than forty years earlier, soon discovered that a publication was necessary for several reasons — to disseminate information about the College, announce upcoming Association meetings and programs, and serve other special interests of the membership. An attractive newsletter, edited and circulated on a regular basis, seemed feasible to meet these needs.

The responsibility for compiling, editing, and producing the new Association publication, called *Ag Alumni News*, initially fell to the College's Office of Agricultural Communications. Two early issues of the newsletter were prepared and circulated to College alumni, faculty, and staff in April and December of 1957; additional quarterly issues were circulated in 1958 and thereafter.

The early *Ag Alumni News* was mimeographed and varied from two to six pages in length. Printing methods and overall appearance of the newsletter would gradually change over the years, as first multilith reproduction and then commercial printing was adopted. Later issues would make expanded use of photos and other graphic elements to enhance and augment feature stories. A colored cover was introduced briefly in the mid-1960's; and a two-color masthead, adding to the distinctiveness of the newsletter, was adopted in 1980.

Scattered throughout the early issues of *Ag Alumni News* were brief articles and features of considerable historical importance to the Association. Dean **Louis B. Howard**, editorializing in Volume 1, No. 1 (April 1,

1957), called upon agricultural alumni to "take pride" in their College of Agriculture: "I think we have been too conservative and too modest in talking about our resources in manpower, buildings, land, equipment, traditionally high standards and, above all, the accomplishments of our graduates." Howard added that he looked forward to writing in subsequent issues "about some of our specific achievements and also some of our problems on which we need your help."

An item in the same issue of *Ag Alumni News* urged agricultural alumni to publicize the College's annual Student Guest Day on April 13 and "to bring a carload of seniors to Urbana." Alumni support for the annual Student Guest Day program, the later Ag Delegate Assembly, and other College open houses for prospective agriculture students would remain strong throughout the years, aided by the advance publicity received in the *Ag Alumni News*.

The January, 1963 newsletter reported another important milestone in the Association's history — its formal affiliation with the University of Illinois Alumni Association on September 15 of the preceding year. **William Carmichael**, President of the University alumni group, used the opportunity to wish agricultural alumni "a most hearty welcome," along with "the confidence that by further cooperation we can be of service to the University's interests to the fullest extent."

In a lighter vein, a memorable 1965 edition of the *Ag Alumni News* offered special biographical updates on 250 College alumni.

From 1959 to 1963, Extension editor **Harold D.**

New Beginnings: 1956-66

Guither served as editor of the *Ag Alumni News*. The newsletter regularly included one or more feature stories of campus origins, editorials by College administrators, reports of the increasingly popular county and area meetings, program announcements, and registration forms for College or Association events.

The editorship of the alumni newsletter passed among several staff members and assistants in the Office of Agricultural Communications when Guither went on foreign assignment in 1964. For the next six years (1964-69), the format of *Ag Alumni News* remained largely unchanged, highlighting programs, projects, and activities of interest to the College and Association. An increasingly popular feature — harkening back to the “Alumni Notes” in the 1912-17 *Illinois Agriculturist* — was a column of personal items and biographical data submitted by individual alumni members.

The Association actively promoted member and non-member recognition during its first decade and beyond. To achieve this goal, a new alumni award “for service to the College and Illinois Agriculture” was first proposed at the Association’s Board of Directors meeting in November, 1959.

Acting on the Board’s recommendation, the Association’s 1960 Annual Meeting Committee subsequently named **William N. Thompson** to receive the first such Association award. Thompson was a well-known professor of farm management in the College, chairman of the annual Farm and Home Festival committee, and

later Associate Dean and Director of the College’s Office of International Agriculture.

Presentation of the Award of Merit, as the Association’s service award came to be known, was a popular feature of the annual meeting in 1960 and thereafter. The Association’s Awards and Recognition Committee usually recommended three to six nominees for the award each year. Criteria for nominations would be formalized in 1968 to include outstanding achievement in an agricultural or agriculture-related field, significant contributions to “agricultural progress,” and evidence of citizenship and community service activities. Award of Merit nominees also were required to be graduates of the College of Agriculture.

The Award of Merit came to be known as the Association’s most prestigious honor. Citations recognizing the recipients’ accomplishments were read at the annual awards luncheon, and each winner was presented with a certificate commemorating the occasion.

Since the initial award to Thompson in 1960, a total of 118 distinguished College alumni have received the Award of Merit. The award recipients represented a broad cross-section of the U.S. agricultural and food system, including outstanding farmers, agricultural educators and researchers, agribusiness and industry representatives, professional organization leaders, agricultural communicators, and publishers.

In early 1959, the Association’s Board of Directors also determined to award honorary life memberships to distinguished non-members who had rendered outstanding service to the College. Those recognized during

New Beginnings: 1956-66

the first decade of the Association's existence included Illinois Governor **William G. Stratton** (1959); **Joseph W. "Uncle Joe" Fulkerson**, Jerseyville, a longtime supporter of the College (1962); and **Fred E. Herndon**, Macomb, a prominent agricultural cooperative leader (1965). Three additional non-members — **J. C. Hackleman**, a University of Illinois agronomist; **C. S. Rhodes**, a University of Illinois dairy specialist; and **Paul Johnson**, editor of *The Prairie Farmer* magazine — would be similarly honored with Association life memberships in 1967 and 1968.

In addition to the Award of Merit, several other special Association awards would later be approved and presented to distinguished Association members at the annual meetings. The University of Illinois Alumni Association also regularly used these occasions to present their Loyalty Award and Certificate of Appreciation to outstanding agricultural alumni.

One of the Association's early priorities was to aid the College in obtaining improved teaching and research facilities. Most of the College's buildings had been constructed in the early decades of the twentieth century and now were aging, in need of repair or renovation, and ill-suited for current research and teaching programs. The Association's Board of Directors therefore asked College Dean **Louis B. Howard** to discuss this situation at one of its early quarterly meetings.

In September, 1959, Howard reported that restricted funding appropriations and severe competition with

other University needs had resulted in the elimination of the long-sought plant sciences facility from planned capital projects on campus. The prevailing mood was bleak; and prospects for College building projects were equally dim.

Howard's report, however, failed to quell continued alumni demands that the chronic facilities problem in the College be remedied. Alumni activists would, in fact, initiate numerous lobbying and public information efforts to promote capital expenditures for new College buildings. The feeling was widespread among the Association membership that an aggressive public relations effort was needed to promote the College's image and to publicize its pressing capital development needs.

With strong support from alumni and other support groups, Dean Howard finally obtained state and federal funding to construct Phase I of a new Plant Sciences Building (Jonathan Baldwin Turner Hall) in 1963. Construction of Turner Hall, Phase II, was promised shortly thereafter.

To the great frustration of Association members and College officials, the plant sciences facility would not be completed and dedicated until 1979 — more than a decade and a half later. Association lobbying and public information efforts on behalf of the College's facilities needs would continue and indeed grow, culminating in the massive Food for Century III capital development thrust in the late 1970's.

Association Growth and Development: 1966-76

The task of nurturing the College's rich heritage frequently challenged the ingenuity and creativity of the Association's membership. During the late 1960's, several members of the Association's Board of Directors expressed growing concern about the current and projected finances of the organization. Of particular concern was the need to support several new projects and activities in the College, the continuing lack of funds to employ a full-time executive secretary or "fieldman" for the Association, and the possibility of an Association budget deficit in the near future.

At the April, 1969 meeting of the Board, it was suggested that an alumni endowment fund be established with the University of Illinois Foundation to underwrite demonstrated needs and to ensure the future financial stability of the Association. A committee composed of **Reid R. Tombaugh '26** (chairman), **Kenneth W. Gorden '47**, and **Frank H. Mynard '29** was formally organized to explore these possibilities and develop a viable proposal for a special Association endowment fund. Associate Dean **Karl E. Gardner** was later added to the committee.

After several meetings and considerable discussion, the *ad hoc* committee generated a written proposal for a new "College of Agriculture Development Fund." It was to be a permanent endowment, supported by alumni gifts and bequests and managed by the University of Illinois Foundation.

Specific purposes for the new Ag Development Fund, as it was popularly known, were several: "To encourage the enrollment of qualified students in the Col-

lege; to provide assistance to qualified students, through scholarships, grants, and other programs; to provide recognition for outstanding achievement by students, faculty, and alumni of the College; and to promote and strengthen the College of Agriculture Alumni Association."

The proposal further emphasized the Association's important public relations role, including the need "to provide information to other persons and groups concerning the programs, opportunities, and needs of the College and Association" and to advance the College's "greater development." The Association's recurrent need for an executive secretary or "fieldman" was reaffirmed in a provision "to provide funds for the employment of a person or persons who would implement this program."

The proposal received the enthusiastic approval of the Association's Board; and the Ag Development Fund formally came into existence in April, 1970. The first Administrative Committee of the Fund was composed of **Ralph L. Primm '41** (chairman); **Karl F. Adams '31**; **Reid R. Tombaugh '26**; **Kenneth W. Gorden '47**; **Orville G. Bentley**, Dean of the College; and **J. W. Skehen**, executive director of the University of Illinois Foundation. **Frank H. Mynard '29**, Secretary of the Association since 1962, also was named to serve as Administrative Committee secretary.

Methods of solicitation and recognition of donors to the Ag Development Fund were to be determined by the Association in consultation with representatives of the College and Foundation. These important matters,

Association Growth and Development: 1966-76

however, remained to be resolved.

At the Administrative Committee's first meeting in May, 1970, a workable strategy for fund-raising was devised. The committee agreed that a College of Agriculture "Deans Club" should be established for alumni and/or other College supporters who would contribute \$100 or more to the new Ag Development Fund. Each new Deans Club member would receive a wood-based pen set bearing a small replica of the National Historical Landmark plaque earlier placed at the Morrow Plots.

A list containing the names of 460 past alumni donors, Award of Merit recipients, and Board of Directors members was compiled for the first Deans Club



Frank H. Mynard '29, Secretary of the Association from 1962 to 1973, assumed an important role in the planning and establishment of the College of Agriculture Development Fund during the early 1970's. In recognition of his long and distinguished service to the Association, he received the University of Illinois Alumni Association's Loyalty Award in September, 1973.

membership mailing. However, the committee decided that specific projects to be supported by the Ag Development Fund should be determined before any solicitations were made.

The first project selected for Ag Development Fund support was the completion of a yew hedge surrounding the College's Morrow Plots. Approximately \$6,000 was needed to complete this improvement and beautification of the new National Historical Landmark (officially designated as such during the University's 1968 Centennial Year.)

Pre-selling of the new Deans Club concept and the Morrow Plots improvement project was unique — sending small bottled samples of Morrow Plots soil to the selected alumni on the prospective donor list. In fall, 1970, follow-up letters from College Dean Orville G. Bentley invited alumni membership in the new Deans Club and general contributions to the planned Ag Development Fund project.

Not surprisingly, the initial funding effort was a resounding success! By April, 1971, 103 of the 460 alumni who were contacted during the past few months had become charter Deans Club members and 93 others from the Association membership had contributed to the Ag Development Fund. A total of \$11,674 was generated by this first Deans Club/Ag Development Fund campaign, swelling 1971 Association deposits with the University of Illinois Foundation to more than \$18,000.

In addition to supporting the Morrow Plots improvements in the amount of \$2,500, the 1970-71 Ad-

Association Growth and Development: 1966-76

ministrative Committee for the Ag Development Fund also allocated monies to several other key programs and projects in the College. These included \$1,500 for College scholarships, \$1,500 for printing a new College brochure, \$800 for the annual Ag Delegate Assembly for prospective students, \$750 in discretionary funds for



The Administrative Committee for the newly established Ag Development Fund selected the Morrow Plots improvements as its first funded project. In 1971, the committee allocated \$2,500 to establish a yew hedge around the recently designated National Historical Landmark.

the Dean's Office, and \$1610 to purchase the now-popular Morrow Plots pen sets.

Later in the same year, the Administrative Committee also decided to allocate an additional \$2,000 from the Ag Development Fund for costs of developing and holding area meetings of the Association. This decision, of course, reflected the Association's long-standing commitment to local or area alumni activities and membership efforts.

Dean Orville G. Bentley quickly pointed out the need for meetings of the newly formed Deans Club to keep members abreast of ongoing projects, programs, and needs of the College. The Administrative Committee and Association Board favored this approach to increased alumni involvement; and the first Deans Club meeting was successfully held on March 3, 1972.

It was later decided that persons would need to contribute \$100 or more annually to retain their active membership in the Deans Club. By June 1972, charter memberships in the Deans Club had increased to 134.

As the available dollars in the Ag Development Fund grew, so too, did the number of sponsored activities and enrichment projects it supported. In fall, 1971, a student working for the Association prepared a new College slide presentation, highlighting student life and campus activities. Twelve copies of the slide-set were made available for high schools, vocational agricultural classes, 4-H clubs, Association area meetings, and for

Association Growth and Development: 1966-76

use by College speakers involved in student recruitment efforts.

A reception for graduating College seniors was held in January, 1972; and graduation photos were taken for hometown newspapers. Although this practice was not continued in subsequent years, it nevertheless set a precedent for the future. By the 1980's, the College was holding its graduation ceremonies in the Great Hall of Krannert Center; and the Association now sponsored a well-attended reception and graduation photo session afterward in the Center's large foyer.



Frank Gingrich '29, of Elmhurst, was one of two alumni photographers taking keepsake pictures of 1980 College graduates and their families at an alumni-sponsored post-commencement reception. Also serving as a photographer for the occasion was alumnus James R. Davies '43, of Downers Grove. The popular alumni reception and photo session were repeated for later College graduates.

The Association launched several new efforts to enrich the College's undergraduate curricula during the early 1970's. In spring, 1972, the Board of Directors agreed to help support a new field-study tour for students in the Department of Animal Science. With financial support from the Association, forty animal science students visited livestock operations and other industry facilities in Oklahoma, New Mexico, Texas, and Arkansas during the 1972 Christmas break.

A second field-study trip, also supported by the Ag Development Fund, was organized soon thereafter by the Department of Forestry. By 1986, the Association was allocating \$8,000 annually for numerous student field-study tours throughout the nation.

By the mid-1970's, the Association also was providing some financial assistance for students participating in extended summer field-study tours to Europe and South America, under the auspices of a midwestern consortium of colleges and universities. In 1975, twelve College students visited numerous agricultural and agribusiness facilities in Europe under the first such international field-study program receiving Association financial support. In 1977, three College students received similar financial assistance for a summer field-study tour of agricultural operations in Brazil.

One of the more innovative enrichment programs established with Ag Development Fund support was a new Executive-in-Residence Program for the College. An early participant (1972) in this week-long program was prominent alumnus and agribusiness executive Melvin E. Sims '41, who spoke to numerous classes and

Association Growth and Development: 1966-76

seminars and consulted with College students concerning the business world and agriculture-related careers.

In fall, 1973, Association President **Walter J. Peterson '43** and Administrative Committee chairman **Kenneth W. Gorden '47** sent letters to more than 10,000 agricultural alumni, summarizing the many recent accomplishments of the Ag Development Fund and soliciting their financial support. Gifts totaling \$13,392 were generated by this first mass solicitation effort, adding to the resources available for Association projects.

In 1976, Associate Dean **Karl E. Gardner** circulated a new printed newsletter prepared by the Student News and Information Bureau (SNIB) and requested \$200 from the Association to complete the year's publication. SNIB was a faculty-organized group of agricultural communications students that had previously written short news releases and feature articles for the Association.

Gardner's request received the approval of the Association's Board of Directors, and the popular *Illini AgriNews* came into existence. With Ag Development Fund support, the student newspaper would continue throughout the next decade, providing valuable journalistic experience for its editorial staff and affording feature articles, news items, and editorials of interest to the College and Association.

During the late 1960's, the Association began offering competitive scholarships to worthy undergraduate students in the College. The awards were made possible by agricultural alumni contributions to the University of Illinois Foundation. The first Agricultural Alumni Association Scholarship was awarded in 1966 to **Ernest**

C. German, Jr., a sophomore in agronomy. The establishment of the Ag Development Fund in 1971 would result in increased support for such scholarship awards, eventually leading to Association's charter involvement in the College's JBT Agricultural Merit Scholarship Program in 1979.

The planning and implementation of the Ag Development Fund constituted the Association's proudest achievement during the 1966-76 decade. With its modest funding support, the Association was able to launch a sizable number of College enrichment/enhancement pro-



The Ag Development Fund has provided financial support for publication of Illini AgriNews, the College's student newspaper, since 1976. Shown preparing copy for one of many editions appearing during the past decade were Illini AgriNews staff members Lori A. Pierce '83 and David A. Riecks '85.

Association Growth and Development: 1966-76

jects, student recruitment efforts, scholarships, and other worthwhile activities. More importantly, many of these Association projects would be sustained and enlarged in the years ahead.

Membership growth was less rapid than during the preceding decade, increasing from about 2,500 in 1966 to 3,050 in the nation's Bicentennial Year. Financial support for the new Ag Development Fund, however, was augmented by the gradually increasing number of Deans Club members and agricultural alumni contributors to the University's prestigious President's Council.

The pages of *Ag Alumni News* reflected the significant impact of Association-funded projects and programs established during its second decade. The May, 1968 issue highlighted the earlier Centennial Delegate Assembly, in which 70 outstanding high-school juniors were invited to visit the College and participate in the University's Centennial (1868-1968) Open House.

Visiting students, who were selected by their county Extension advisers and Ag Alumni committees, attended an Association-sponsored banquet, toured the College and University open houses, and got a first-hand glimpse of college life. The visitors also explored various agricultural careers, obtained information on agricultural curricula, and visited four organized ag student houses.

To show his appreciation of the visit (and the program), one delegate wrote, "Please continue this pro-

gram! I was contemplating going to college and had many questions, problems, and apprehensions about college life. Through this program, many questions were answered and some of my fears were quelled."

With the strong encouragement and coordination of Assistant Dean **Warren K. Wessels '51**, (named Association student affairs representative in 1974), the program would indeed continue through 1978 as the popular "Ag



The Association's student affairs representative, Assistant Dean Warren K. Wessels, updated the membership on the College's enrollment figures, student recruitment efforts, and employment outlook for new graduates at the Association's 1975 Annual Meeting. Wessels was instrumental in organizing the Association-sponsored Ag Delegate Assembly in the late 1960's.

Association Growth and Development: 1966-76

Delegate Assembly." Eighty-six students from 61 Illinois counties participated in 1969; and the annual total grew to more than 130 in later years. The Association membership continued to fund and participate in the annual campus event, which after 1971 was supported by its Ag Development Fund. The Ag Delegate Assembly also proved to be an excellent student recruitment tool, attracting sizable numbers of high-caliber students to pursue agricultural studies in the College.

The January, 1975 issue of *Ag Alumni News* described a popular new Association-sponsored program to enhance urban-rural relations and to give city dwellers a better understanding of modern agriculture. The first two-day "Farm-in-the-Zoo" program was held October 25, 1974 in Chicago's Lincoln Park Zoo — a part of the annual "Farm-City Days," jointly sponsored by the University of Illinois Cooperative Extension Service and the Lincoln Zoological Society.

In what was to become an annual event, 70 College of Agriculture students gave demonstrations, manned agricultural exhibits, and answered questions for more than 12,000 Chicago-area school children and adults. Special zoo exhibits included an array of production and companion animals, horticultural and field crops, farm machinery, and home economics displays. Participating College students also distributed tiny coleus plants, handed out grain samples, set up a meats exhibit, and helped children "milk" a mechanical cow with a milking machine.

Describing the Ag Development Fund-sponsored program as "a major effort to narrow the understanding



Urban Illinoisans learn more about farm animals and other aspects of modern agriculture at the annual "Farm-in-the-Zoo," held at Lincoln Park Zoo, Chicago. Since 1974, College of Agriculture students have conducted the popular event with Ag Development Fund support.

gap between urban and rural Illinoisans," the *Ag Alumni News* article also cited the importance of Farm-in-the-Zoo to participating College students. "It was a genuine educational experience for students as well as visitors," said **Marlin Howald '73**, a graduate student in agricultural economics. "We're all in agriculture, dealing with careers . . . telling agriculture's story."

The Association membership regularly supported the unique program throughout the next decade, funding travel expenses for College students participating in the Farm-in-the-Zoo experience and providing such added assistance as farm animals for the zoo exhibits.

The coming of the nation's Bicentennial Year signaled new challenges and opportunities for the Association to serve the most critical need of the College of Agriculture, that of new facilities. The College continued to be plagued with crowded, archaic classrooms and laboratories — a chronic problem which had not been resolved by the earlier construction of Jonathan Baldwin Turner Hall, Phase I, in 1963.

Efforts to fund and complete the second phase of the plant sciences building (Jonathan Baldwin Turner Hall) experienced repeated setbacks, despite the strenuous efforts of alumni, College and University administrators, Illinois farm organizations, and others to spur its long-promised completion.

Turner Hall, Phase II, would eventually be completed in the summer of 1978, but by that time increased student enrollments and expanded agricultural research programs had combined to intensify the College's need for additional high-quality space.

In early 1975, the Association established a new Liaison Committee made up of Association past presidents and several other concerned alumni members. The committee's major role was to keep the Association leadership and others appraised of the major needs and priorities of the College.

Recognizing the College's critical need for new teaching and research facilities, the Liaison Committee met with leaders of several Illinois commodity groups and farm organizations to develop effective strategies for achieving this goal. Earlier difficulties in getting individ-

ual University capital projects approved by the Illinois state legislature led these groups to propose that a comprehensive package of building projects be developed. Broad support for this new capital development approach subsequently was communicated to College Dean **Orville G. Bentley** and received his strong endorsement.

Action on the College's pressing facilities needs also was forthcoming at the campus level. On May 21, 1976, campus administrators formally requested that Dean Bentley put together "a capital development program for agriculture's needs which can be presented to the Legislature."

An eight-year, \$114 million Food Production Research Program — later known as "Food For Century III" — was quickly developed and presented on June 4. The bond-funded capital development program would provide modern campus and field facilities for the Colleges of Agriculture and Veterinary Medicine, meeting long-range research and educational needs through new construction, building remodeling and renovation, and land acquisition. The ambitious program was designed to meet the economic, social, and humanitarian goals of increased agricultural productivity and improved human nutrition for the year 2000 and beyond.

The Food For Century III (FFC III) funding proposal was submitted to the University Board of Trustees and the Illinois Board of Higher Education in late 1976 as a separate capital development package, apart from the regular University capital programs budget request for the upcoming fiscal year. This approach, supporters agreed, was necessary to increase both the visibility of

Building for Century Three: 1976-86

the FFC III program and the likelihood of public and legislative support.

In June, 1976, after hearing Dean **Orville G. Bentley** report on the new FFC III thrust, Association Board member **Fred B. Hoppin** proposed that an FFC III task force be organized to help ensure the fulfillment of the ambitious capital development program. Members of this task force, in conjunction with the Association's Liaison Committee and seventeen key Illinois farm organizations and commodity groups, would actively promote FFC III project funding with state legislators, lobbyists, and public leaders in their respective legislative districts.

The Association's response to this proposal was immediate and positive. Association Secretary **Earl H. Regnier** quickly accumulated maps of Illinois by alumni district, in order to help the Liaison Committee determine key geographic areas for alumni lobbying efforts and to aid in developing outreach strategies.

Lists of legislative addresses were soon matched with lists of interested and concerned agricultural alumni living in those districts. From these lists, the Association contacted more than 100 prospective resource people to aid in promoting FFC III. From these efforts, a "Committee of Fifty" was then organized to spearhead the alumni lobbying and public information effort.

Liaison Committee members **Larry A. Werries '62**, **John F. Rundquist '46**, and **Fred B. Hoppin '41** provided strong leadership and training for the newly organized "Committee of Fifty." The three were responsible for early channeling of communication with key legislators,

legislative committees, University of Illinois administrators, and Association members. There were many trips to Springfield and Urbana-Champaign for hearings, conferences, and delivery of information.

Dr. Erwin Small of the College of Veterinary Medicine developed a parallel strategy for supporting FFC III with the Veterinary Medicine Alumni Association, resulting in a unified course of action by supporters of both colleges. The long-range FFC III concept and program received early endorsement from Illinois Governor **James Thompson**, as well as University of Illinois President **John Corbally**, UIUC Chancellor **Jack Peltason**, and other University administrators.

The FFC III task force ("Committee of Fifty") quickly mobilized the support of influential agricultural and veterinary medicine alumni throughout Illinois, launching what would eventually be a ten-year effort. During 1977 and 1978, Association area meetings featured FFC III presentations and encouraged active alumni support. In addition, a special effort was launched to obtain land for a new agricultural research facility for western Illinois (later funded in 1979 as the Orr Agricultural Research and Demonstration Center in Pike County).

Many major (and minor) crises arose as the Association's FFC III information campaign forged ahead. Alumnus **Paul C. Stout '43** of Chatham was reported to have "shut down his tractor in the field to go to bat for FFC III" at a crucial legislative hearing in Springfield — one of many legislative forays by Association members. When the Illinois legislature failed to authorize FFC III construction monies during the waning hours of its 1978

Building for Century Three: 1976-86

session, the "Committee of Fifty" quickly scheduled statewide alumni meetings to influence and restore FFC III legislative support.

By late 1978, Dean Orville G. Bentley was able to report that two major FFC III projects had now received legislative authorization and gubernatorial approval — the \$7.9 million Agricultural Engineering Sciences Building (later increased to \$11.2 million as a result of a \$3.3 million supplemental appropriation); and the \$22.5 million Veterinary Medicine Basic Sciences Building.

Not content to rest on their past laurels, the 75 or more members of the Association's Liaison Committee and FFC III task force continued their intensive statewide lobbying and information efforts. In early 1979, Association members helped set up and host key FFC III information meetings in Litchfield, Sycamore, and Morton, Illinois, with several College and University administrators making the circuit.

Although several legislative roadblocks would need to be met and overcome during 1979, the Association's FFC III supporters would experience new successes by year's end. Funding authorization had been received, and progress was assured for additional FFC III projects in the College — a modern Meat Science Laboratory (replacing one earlier condemned by the state), a relocated Swine Research Center, and a new Northwestern Illinois Agricultural Research and Demonstration Center. The impressive total of \$39.85 million had already been appropriated for the initial projects in the FFC III program, but major challenges still lay ahead.

By 1980, inflationary pressures on the Illinois econ-

omy and excessive capital bond rates combined to slow progress of planned FFC III projects. College and University administrators now sought renewed support from the Association, Illinois farm organizations, and major commodity groups in carrying the FFC III message to the grass-roots level.

Two new FFC III promotional publications — *The Positive Impact of Alumni Support* and *Food for Century III: Meeting the Food-Production Challenge in Illinois* — were distributed to the Association membership early in 1981, updating them on the current status of FFC III and providing essential information for future alumni support activities.

Efforts were indeed well underway to "resell" the merits of the FFC III program to state legislators and Illinois citizens. It was determined that the University and other FFC III support groups would launch a major public information thrust in conjunction with World Food Day, (October 16, 1981). The Association's Liaison Committee, FFC III task force, and Board of Directors were singled out as being "especially influential in carrying out the FFC III message."

Another new FFC III brochure — *Helping Illinois Meet Future Food-Production Challenges* — was developed to support the new two-year, \$34.7 million funding effort. Fred B. Hoppin and members of the Association's Liaison Committee assumed the critical role of disseminating this information to College supporters and mobilizing the statewide agricultural alumni network.

The College of Agriculture introduced a new slide/

Building for Century Three: 1976-86

sound presentation highlighting the current FFC III program thrust at the Association's December, 1981 Board meeting. **Fred B. Hoppin** also discussed four upcoming area meetings planned for alumni and friends of the College "in areas of the state where needed support for the project is especially keen."



Liaison Committee member Fred B. Hoppin '41 visited with Orion Samuelson, WGN farm director, and Dean Orville G. Bentley (left to right) during a 1982 Food for Century III alumni support meeting. The statewide gatherings proved to be an effective means of marshalling alumni support and involvement in the FFC III lobbying effort.

During January and February, 1982, three successful information meetings were indeed held in Naperville, Kankakee, and Galesburg, Illinois, with key University officials again making the circuit. Local organizers prepared information/background packets for media representatives attending the FFC III meetings, resulting in extensive area newspaper coverage.

These and subsequent Association information activities during 1982 would serve to generate greatly renewed interest and support for the lagging FFC III program. In a report at the 1982 annual meeting of the Association, **Fred B. Hoppin** emphasized the continued impact and importance of the Association's team approach to FFC III support: "The College of Agriculture Alumni Association has filled an important void in the legislative process through individual contact of the Legislator at home rather than in the halls of the Legislature....In addition to the volunteers throughout the State, the Liaison Committee works closely with the University legislative personnel who keep in constant touch with the ebb and tide of different bills affecting the U of I. We take direction from them as to when to attend Appropriation Committee meetings, or if a certain Legislator needs to be contacted, we contact our local volunteer."

"Each year's funding provides a significant link in the program that will insure the University of Illinois its position of leadership in Research, Teaching, and Extension. Other states come to Illinois and ask the question, 'How do you do it?' There is a story here in teamwork to fill a need, not only of buildings (bricks and mortar), but of the excellent staff that has gained respect nationwide."

Hoppin concludes his memorable remarks with the plea, "We still need key alumni who are willing to contact their Legislators." Alumni teamwork would continue to help sustain the FFC III impetus for four more years, despite innumerable temporary setbacks. During

1982, Hoppin and a group of “FFC III Minutemen” joined forces with University and farm organization leaders to fight for the restoration of the FFC III appropriation in the Illinois House Appropriations Committee. An amendment that would provide an additional \$7.2 million for statewide FFC III projects was successfully restored, only to fall victim to a later legislative veto.

FFC III, however, was destined to be a distinct success. By 1986 — ten years after the program’s inception — several modern teaching and research facilities and two new field centers stood as tangible monuments to the Association’s dedicated efforts. Construction of the long-sought \$10.2 million Plant Sciences Greenhouses and Headhouse complex was well underway; and planning monies were approved for a new \$17.4 million Animal Sciences Laboratory remodeling and addition.



Past President Larry A. Werries '62 highlighted the long-term significance of the Food for Century III program at the Association's 1986 Annual Meeting.

As Association members paid tribute to the fulfillment of FFC III at their 1986 annual meeting, a total of nearly \$60 million had already been allocated to FFC III projects of the Colleges of Agriculture and Veterinary Medicine, with additional funding support forthcoming.

Larry A. Werries — a past Association President, Liaison Committee member, and now Director of the Illinois Department of Agriculture — underlined the importance of the lengthy FFC III effort in these eloquent words: “Food For Century III capital outlays have made possible research and development projects that stretch the limits of the imagination and are expanding the boundaries of agricultural knowledge....It is more than a project or series of projects. It is a concept. The word, *synergism* comes to mind — a process or reaction whereby the whole is greater than the sum of its parts. The reality of Food for Century III has transcended the vision that even dreamers dared to dream.”

In 1979, the Association intensified its long-standing support for College scholarships and student recruitment efforts by becoming actively involved in the newly established Jonathan Baldwin Turner (JBT) Agricultural Merit Scholarship Program.

The Association was one of six charter financial contributors to the new merit scholarship program, which had been planned and implemented by Associate Dean **John R. Campbell** during the preceding year. Its purpose — to recognize and encourage outstanding

Building for Century Three: 1976-86

high-school graduates interested in pursuing agricultural or agriculture-related careers and to strongly support their educational and professional development in the College.

Prominent Association member John F. Rundquist '46 and his wife, Anita Turner Rundquist (a great granddaughter of pioneer agriculturalist Jonathan Baldwin Turner), also were among the charter JBT Agricultural Merit Scholarship Program supporters and would contribute extensively to its future development and growth.

During the first year of the program, twenty-four entering freshmen received \$1,000 merit awards and were formally honored at a well-attended JBT Recognition Banquet in December. The annual recognition banquet was indeed destined to become one of the premier events of the College's academic year, bringing large numbers of alumni supporters and donors to the Urbana-Champaign campus.

Continued financial support from the Ag Development Fund, additional donor contributions from individual alumni members, and strong alumni participation in annual scholarship interviews were instrumental in the continued growth and success of the JBT scholarship program. By the beginning of the 1985-86 academic year, 402 top high-school graduates from Illinois and elsewhere in the United States had received JBT merit awards, based on their outstanding scholastic achievement, demonstrated leadership ability, and good citizenship.

In 1984, the College was able to increase the scholar-



Anita Turner Rundquist, great grand-daughter of pioneer agriculturalist and land-grant proponent Jonathan Baldwin Turner, congratulated 1985 JBT Scholar Timothy G. Clark at the annual JBT Recognition Banquet in Urbana. Clark was one of 402 JBT Scholars named since 1979.

ship stipend to a four-year, \$2,500 award, based on the strong financial commitment of alumni, agribusiness and professional organizations, agricultural banking institutions, and other individuals and support groups. The successful scholarship program would be augmented by the

JBT Undergraduate Research/Scholarship Program in 1982 and the JBT Graduate Fellowship Program in 1986, providing additional means of fostering scholarly excellence and career development in the agricultural and food sciences. All three JBT programs would receive the enthusiastic approval and support of the Association.

The JBT Agricultural Merit Scholarship Program proved to be a continuing source of pride to alumni and a meaningful student recruitment and professional enhancement tool for the College — significantly raising the overall academic caliber of incoming freshmen, promoting broader interest in undergraduate research, and stimulating increased student involvement in leadership activities. The highly successful program also became a model for similar merit scholarship thrusts at several other agricultural institutions in the United States and Canada.

In 1984, a new JBT Scholar Club was organized to foster the leadership, scholarly, and service capabilities of the highly motivated JBT Scholars. Through its Ag Development Fund appropriation, the Association also supported this worthy endeavor.

The Association later contributed \$5,000 in initial “seed money” to help establish a new JBT Graduate Fellowship Program in the College. This important program would be implemented in 1986, bringing academically talented graduate students to College doctoral programs in the various agricultural and food sciences.

The early 1980's brought yet another long-held Association dream to fruition — the establishment of an Office of Resource Development in the College of Agriculture and the employment of a full-time director. The person in this new position would serve as fund-raising liaison between the College and the Association, coordinate Deans Club activities and other College resource development efforts, and assist in the administration of the Ag Development Fund.

Lynette Marshall Fournes '83, a charter Jonathan Baldwin Turner Scholar, was appointed to the position of Director of Resource Development in December, 1983. She quickly made her presence felt by encouraging increased alumni support for the Ag Development Fund and promoting expanded alumni involvement in the Dean's Club.

A new Office of Resource Development newsletter, *Partners In Excellence*, was introduced in August, 1984 to keep alumni abreast of College resource development activities and the many opportunities for alumni participation in College programs and projects. Fournes also initiated an annual resource development report in 1985, highlighting important alumni contributions to the College in the previous calendar year.

A highly successful Ag Telemarketing Program was launched in 1985 and repeated in 1986. With Fournes' coordination, College students and faculty members contacted agricultural alumni to inform them of the broad-ranging opportunities for alumni support and service to the College. In the 1986 telemarketing effort, alumni who had not previously contributed at Deans

Building for Century Three: 1976–86

Club levels (\$100 or more per year) pledged nearly \$100,000 to the Ag Development Fund and other Collegewide needs, including both targeted and unrestricted gifts.

Bernard M. Heisner '73, a former president of the Dairy Science Club and Illi-Dell fraternity, was employed as Associate Director of the Office of Resource Development in late 1985 to assist in the College's expanding resource development activities.



Eugene D. Funk, Jr. '22 (left), of Bloomington, chatted with former Association Secretary Karl E. Gardner at a 1985 Deans Club gathering held prior to an Illini football game. Also participating in the conversation was Gardner's wife, June (center).

As the Association approached the end of its third decade, alumni involvement in College programs and enhancement projects reached new levels. Alumni contributions to the College totaled 735 in 1984 and 1,465 in

1985 — an increase of 99 percent in one year. With the establishment of new Morrow, Davenport, Mumford, and Friends Chapters, 1985–86 Deans Club membership reached more than 1,000.

Not surprisingly, budgeted Ag Development Fund support for Collegewide programs and activities during 1985–86 totaled a record \$86,000, with increased levels of support projected for future years. Alumni and friends of the College targeted additional support for other specialized enrichment purposes, including library resources, scholarships, and departmental needs.

During the Association's third decade, *Ag Alumni News* assumed even greater importance than previously as a public relations and information tool. The January, 1976 issue highlighted "The First Hundred Years of Ag Research. . .," commemorating the origins of the land-grant Agricultural Experiment Station concept and underlining the continued relevance of agricultural research in meeting mankind's basic food and nutritional needs.

The lead article of this issue traced the remarkable growth and development of agricultural research at the University of Illinois — beginning with a modest \$15,000 Hatch Act appropriation which George Morrow, Cyril Hopkins, and many later College leaders would parlay into an internationally recognized research program.

Emphasizing "the twin problems of world popula-

tion expansion and food needs," the article went on to note the critical and continuing need for land-grant agricultural research. "That's why we chose the theme for the centennial celebration of the experiment station concept: 'the first hundred years of forever.' Agricultural research will be a viable need of man as long as man exists."

Late in 1976, the "First Hundred Years of Forever" theme would be expanded into a full-blown College media campaign for needed agricultural research facilities. By January of the following year, an article describing the recently approved Food for Century III capital development program dominated pages one and two of *Ag Alumni News*, and the Association's annual meeting topic was announced as "The Challenge of FFC III." Later issues of *Ag Alumni News* would be dotted with progress reports on the massive capital development program.

Leon S. Heaton '70, an agricultural journalist and advertising executive living in the DeKalb area, served as editor of *Ag Alumni News* from 1970 through 1979. During his tenure, the semi-annual newsletter was commercially printed off-campus and varied from eight to twelve pages in length. It continued to feature many news items and short articles on topics that had long been popular with the Association membership — information on alumni and faculty awards; updates on major College or Association projects, programs, and activities; announcements and follow-up articles on Association meetings and events; and the popular alumni biographical notes.

The 1970's brought increased circulation of *Ag Alumni News*. At a September, 1972 meeting of the Association's Board of Directors, President **Ralph L. Primm '41** reminded the Board members that the newsletter was the chief public relations tool of the Association; he further proposed that the January issue each year go to all alumni of the College. Editor **Leon S. Heaton** subsequently instituted this practice; and during the later 1970's, he also sent both issues each year to resident College faculty, Extension agriculture advisers, high-school vocational agriculture teachers, and community college agriculture instructors.

Christian M. Scherer '64, '73, a media specialist in the College's Office of Agricultural Communications and Extension Education, assumed the editorship of *Ag Alumni News* in summer, 1980 and would continue in that position through the end of the Association's third decade. The newsletter now featured a two-color (green and black) masthead and was twelve to twenty-four pages in length.

Issues of *Ag Alumni News* during the 1980's reflected the increasing scope and diversity of Association projects, programs, and collegewide support activities. Feature articles and accompanying photos told an impressive tale of alumni participation and dedicated involvement in the contemporary history of the College — helping establish and nurture the new JBT Agricultural Merit Scholarship Program; actively participating in the long-term FFC III promotional effort; and furnishing library resources, computer and audio-visual equipment, and other educational materials to enrich

Building for Century Three: 1976-86

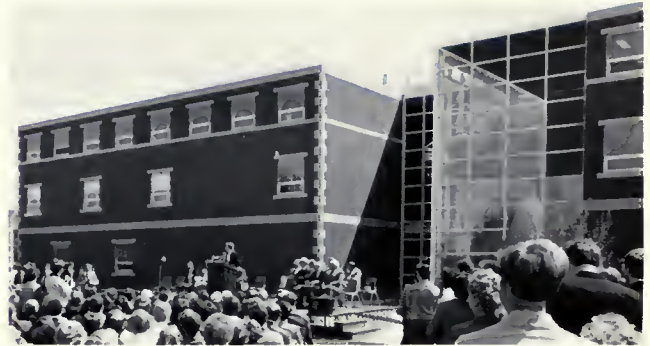
College teaching and research programs. Still other articles told of the Association's work in funding a new post-commencement reception and providing graduation photos for the new College graduates; supporting new student recruitment and publications efforts; and joining the College's Deans Club in ever-increasing numbers.

The numerous student articles in *Ag Alumni News* issues of the 1980's told a similar tale of expanded Association support for previously funded educational enrichment activities — student field-study tours, leadership training, judging team competitions, the *Illini AgriNews* newspaper, Farm-in-the-Zoo, and others.

The summer, 1984 issues of *Ag Alumni News* featured a memorable lead article, particularly for the many



Since its inception in 1970, the Association's Ag Development Fund has supported Ag Council leadership training, student field trips, and other "hands on" learning experiences for College students. Here, a group of students met with Illinois Governor James R. Thompson during a March, 1986 legislative seminar in Springfield, Illinois.



Association members and other staunch supporters of the College's Food for Century III capital development program joined in celebrating the dedication of the new Agricultural Engineering Sciences Building on May 2, 1984 in Urbana.

alumni supporters of the FFC III program — a detailed account of the May 2, 1984 Agricultural Engineering Sciences Building dedication on the Urbana-Champaign campus. Acknowledging the great vision and dedicated support of all those who had contributed so generously to the project's fulfillment, College Dean John R. Campbell called the building "a great step forward" for Illinois agriculture.

"Humanity's hope for an abundant and reliable food supply has been fulfilled through agricultural research, education, and public service," Campbell emphasized. "Today we stand at another frontier — the age of high technology in agriculture. Our aim remains the same — an abundant, safe, economical food supply."

Building for Century Three: 1976-86

The Association maintained its long tradition of recognizing member and non-member achievements throughout its third decade. The 1983 Awards and Recognitions Committee created a new Award for Exceptional Service to formally recognize "tireless tenure" of longtime Association officers and Board of Directors members. In 1984, **Fred B. Hoppin '41** of Lincoln was honored with this award for his long-standing service and commitment to the Association and College. In 1985, **James R. Davies '43** of Downers Grove was similarly honored. Each received a commemorative plaque especially struck for the occasion.

An Award for Special Recognition also would be given to eight members or non-members between 1976 and 1983. Recipients of this special award for significant contributions to the Association and/or Illinois agriculture included **Harold B. Steele**, President of the Illinois Agricultural Association (1976); **Robert J. "Pud" Williams**, Director, Illinois Department of Agriculture (1976); **Paul J. Findley**, Congressman, Illinois 20th Congressional District (1977); **James C. Thomson**, Editor, *The Prairie Farmer* (1977); **Karl E. Gardner**, Associate Dean, University of Illinois College of Agriculture (1978); **Martin L. Mosher**, Professor Emeritus of Farm Management Extension (1979); **Stanley B. Weaver**, State Senator, 52nd District (1981); and **Orville G. Bentley**, Dean, University of Illinois College of Agriculture (1983).

Orville G. Bentley left the College deanship in fall, 1982 to assume a new role as Assistant Secretary of Agriculture for Science and Education. In recognition of his many years of distinguished service to the College



Fred B. Hoppin '41 (center), of Lincoln, a longtime supporter of the College's Food for Century III capital development program, was congratulated by College Dean John R. Campbell upon receiving the Association's first Exceptional Service Award in 1984. Also present for the award ceremony was Mrs. Hoppin. The University of Illinois Alumni Association later presented its Constituent Leadership Award to Hoppin in December, 1985, one of only four such awards ever given.

and to Illinois agriculture, the Association membership joined with College faculty, students, and other well-wishers to present a "Bentley Years" Recognition Program for Dr. and Mrs. Bentley on March 4, 1983. At the banquet program, Associate Dean Emeritus **Karl E. Gardner** announced that the Association had formally established an Orville G. Bentley Scholarship Fund to honor the many past achievements of the former dean

Building for Century Three: 1976-86

and to perpetuate his keen interest in agricultural scholarship and research.

Funds solicited for the Bentley Scholarship Fund were placed in a permanent University of Illinois Foundation endowment and subsequently used to award competitive scholarships to outstanding undergraduates in the College pursuing independent research.

In 1984 and thereafter, recipients of the new "Orville G. Bentley Award for Excellence in Undergraduate Research and Scholarship" were annually selected from



The three 1984 Award of Merit recipients exemplified the great diversity of occupational fields and professional achievements represented among the 118 distinguished recipients. College Dean John R. Campbell and Association President John G. Hufstalin '60 (from left to right) congratulated 1984 recipients Carrol Bolen '59, Des Moines, vice-president of Pioneer Hi-Bred International, Inc.; James R. Davies '43, Downers Grove, a former corporate executive and agricultural chemicals specialist with Amoco Oil Company; and Virgil Rosendale '57, Augusta, a prominent western Illinois farmer, agribusinessman, and past chairman of the National Livestock and Meat Board.

among undergraduate students completing research projects in the College's JBT Undergraduate Research/Scholarship Program and submitting their project summaries for consideration.

The Association presented its most prestigious honor, the Award of Merit, to 49 distinguished alumni during the decade. A 1980 Award of Merit recipient, **Richard E. Albrecht '41** also was recognized with the University of Illinois Alumni Association's highest honor for professional accomplishment, the Illini Achievement Award, in 1984. Albrecht, a resident of Naperville, Ill., had been president of Farm Progress Publications, Inc. since 1973 and was a nationally known figure in the agricultural publications field.

Several Association officers were recognized in various ways for long and dedicated service to the membership. In March, 1974, longtime Association Secretary **Frank H. Mynard '29** resigned for health reasons after more than a decade of service (1962-73) and was made an honorary member of the Association's Board. In 1978, Association Secretary **Earl H. "Duke" Regnier (1974-78)** was presented with a Certificate of Appreciation for his exemplary service to the Association; and retiring Secretary-Treasurer **Karl E. Gardner (1960-63; 1979-80)** was accorded a similar honor at the Association's silver anniversary meeting in 1981. **J. Daniel Lehmann '81** also received a Certificate of Appreciation in 1982 for his two years of service as Assistant Secretary-Treasurer for the Association while pursuing graduate studies in the College.

Building for Century Three: 1976-86



Earl H. "Duke" Regnier, Secretary of the Association from 1974 to 1978, was awarded the University of Illinois Alumni Association's Certificate of Appreciation in February, 1978. Regnier (right) is shown accepting the award from Louis D. Liay, representing the University alumni group.

Expansion of Association programs and college-wide support projects during its third decade was paralleled by significant increases in alumni membership and financial support. Total paid Association membership increased from 3,050 in 1976 to 5,650 a decade later.

The early 1980's saw new efforts to centralize the Association's organizational and record-keeping func-

tions. At the Association's April, 1981 Board meeting, Dean Orville G. Bentley suggested that the responsibilities of Association Secretary be incorporated in the Associate Dean's Office. Charles E. Olson '68, new Assistant Dean of Resident Instruction in the College, was appointed Association Secretary shortly thereafter.

County and area meetings continued to be an important factor in promoting alumni membership and stimulating increased involvement in College- and University-oriented service activities. At the Association's 1984 annual meeting, longtime Director Mack A. Glass '44, of Galesburg, reiterated the great value of participating in county and area alumni meetings and inviting prospective agriculture students to attend. His perspective was not unlike that expressed by the early Association leadership.



Jack Bingham '51, of McHenry, farm manager for Golden Oaks Dairy Farm, showed College Dean John R. Campbell a dairy calf at one of ten well-attended area meetings held by the Association during 1983-84.

Building for Century Three: 1976-86



Association President John G. Huftalin, Director Homer White, and Secretary Charles E. Olson were among the 30 Ag Illini attending an out-of-state area meeting at Madison, Wisconsin in October, 1983. The alumni gathering was held in conjunction with the 1983 National Agricultural Alumni and Development Association (NAADA) meeting.

Later outreach efforts within the Association also harkened back to its original emphasis on county organizations and local support for student recruitment. To achieve these goals, the Association organized a new statewide county coordinator network in February, 1986. Individual county coordinators would serve as liaisons between the Association and its local membership, while also handling such important responsibilities as student contact, student recruitment, and identification of potential donors and area legislative supporters.

By mid-1986, a total of 70 county alumni coordinators were active throughout Illinois, working under the supervision of Association Secretary Charles E. Olson.

The coordinators received additional support and assistance from their respective District Directors.

A new feature of the Association's annual meetings during the 1980's was the exceedingly popular "mini-seminar." Those attending the meetings could choose to participate in one or more brief presentations led by expert speakers, covering a host of agricultural and College-related topics.

A sampling of the various mini-seminar topics through the years revealed the broadening interests and global concerns of the Association's membership in the 1980's. Among the more popular presentations were those on national agricultural policy, China's agricul-



College faculty member Stanley E. Curtis (right) discussed animal welfare issues with Association members attending a mini-seminar at the 1982 Annual Meeting.

Building for Century Three: 1976–86

ture, agricultural biotechnology and genetic engineering, liquid fuel independence, Illinois agricultural export strategies, grain marketing standards, animal welfare issues, and educational uses of computer-aided design.

A 1982 survey of Association members attending that year's annual meeting revealed that the mini-seminars were considered the highlight of the day's program. These brief presentations henceforth joined the long-familiar Association awards luncheons as regular features in the annual meeting program.

By the late 1970's, efforts also were afoot to increase donor support for the Association's primary funding source, the Ag Development Fund. With support from the University of Illinois Foundation staff and members of the Fund's Administrative Committee, the Association launched an annual giving campaign for the 1979–80 fiscal year. An Ag Development Fund brochure and solicitation packet were mailed to 7,120 alumni, producing contributions of nearly \$49,000. This successful fund-raising effort paved the way for even more ambitious annual giving campaigns in subsequent years.

By the 1982–83 fiscal year, Administrative Committee chairman **James R. Davies '43**, of Downers Grove, had implemented a "district approach" to the Ag Development Fund annual giving campaign. Organizational meetings were held in Springfield, Mt. Vernon, and LaSalle for Ag Development Fund drive coordinators; these local leaders would utilize both a promotional brochure and telephone calls in the upcoming annual giving campaign.

The effort proved successful, netting \$56,000 in Ag

Development Fund contributions for the 1982–83 fiscal year. In addition to funding the year's College support programs and projects in the amount of \$45,400, the Association also was able to "loan" \$5,000 to the College of Agriculture Memorial Scholarship Fund so that a new scholarship endowment could be established.

The alumni-supported Memorial Scholarship Fund, honoring the memory and past achievements of deceased Association members, had originated with a \$1,000 bequest by alumnus **W. Howard Kauffman** in June, 1979. By 1983, when the scholarship fund was formally established, additional contributions had been received in memory of alumni **Reid R. Tombaugh**, **James Ansel Dewey**, and **Wilbur D. Smith**. The College of Agriculture Memorial Scholarships would later be offered to talented entering freshmen under the umbrella of the JBT Agricultural Merit Scholarship Program.

The year 1981 marked a significant milestone on the Association's history — its twenty-fifth year of existence. Participants in the silver anniversary annual meeting were reminded that the Association's past success was indeed the product of many heads, hearts, and hands. Association founders **William D. Mason '53**, **Donald R. Wilken '52**, and **Karl E. Gardner** were introduced, along with former Associate Dean **Harold W. Hannah '32**, who had encouraged the initial development of the alumni organization in 1956.

Several other key figures in the Association's past history also were in attendance. Past Presidents **Fred B. Hoppin**, (1959–61), **Reid R. Tombaugh** (1967–69), **Kenneth W. Gorden** (1970–71), **Ralph L. Primm** (1971–73),

Building for Century Three: 1976-86



William D. Mason '53, a founding member of the Association, auctioned off a door prize won by State Senator Kenneth McMillan at the 1981 Silver Anniversary Annual Meeting. Proceeds of the auction went to the College's scholarship fund. Incoming Association President Raymond R. Kreig (left) was an interested observer.

Walter J. Peterson (1973-75), James R. Davies (1975-77), and Larry A. Werries (1977-79), were formally recognized by 1979-81 Association President John F. Rundquist. Dr. Elmer Roberts '13, an emeritus faculty member and designated College Historian, was declared the oldest alumnus present, at 94 years of age.

Dean Orville G. Bentley also informed the silver anniversary gathering that one of the year's numerous "area meetings" (with eleven participants) took place at Pant Nagar, Utter Pradesh, India, where the College had developed a long and rewarding relationship with the agricultural institution there. The Association had successfully transmitted its rich heritage of service and



Retiring Association President John F. Rundquist '46 (left), of Butler, introduced Past President Larry A. Werries and other Association leaders at the 1981 Silver Anniversary Annual Meeting in Urbana. Werries' ten-gallon hat was from a student promotion for the University alumni association.

fellowship to national and even international levels.

As the Association prepared to enter its fourth decade, it took further steps to acknowledge those who were instrumental in its organization and in skillfully guiding its early development. In February, 1986, the Association's Board of Directors approved the designation of October 29, 1955 as an official Association "Founders Day," commemorating the initial organizational meeting of the Founders Committee some three decades earlier (see pages 8-9). An appreciative Association membership would now pause to honor the foresight and dedicated efforts of those eleven visionary individuals who had originated a rich heritage.

The Challenge of Tomorrow

The Association's membership faces significant new challenges as it looks to the final decade of the twentieth century. Today's agriculture is experiencing a period of profound change—hastened by the proliferation of new scientific knowledge and the introduction of revolutionary new technologies in such key areas as agricultural production, food processing, marketing, and information management.

In face of such change, a strong College-Association partnership remains vital in responding to the emerging needs of Illinois agriculture. Alumni support and involvement in future College programs will undoubtedly be needed to sustain the tradition of excellence so carefully nurtured in the past.

Information management and agricultural applications of sophisticated new communications technologies will have an increasingly important role in tomorrow's agriculture. At its 1986 annual meeting, the Association membership was introduced to an emerging, but nevertheless critical, need of the College—that of a modern library and information center to adequately house library resources, microcomputer teaching facilities, communications and media technology, and a computer center for statewide dissemination of agricultural management and decision-aid information.

The coming of the "Information Age" represents the dawn of a new era in agricultural education and research, requiring greatly expanded capabilities for information acquisition, storage, dissemination, and retrieval. The proposed new facility would enable the College to better serve its resident and extramural students,

agricultural producers, the agribusiness community, and Illinois citizens as a whole. At the same time, it would provide a focal point for alumni involvement in the ongoing programs and activities of the College.

Other major challenges loom ahead, requiring the concerted efforts of the College and its alumni constituency. Recent demographic studies indicate that there will be diminishing numbers of high-school graduates in the decade immediately ahead; new efforts, therefore, must be mounted to ensure an adequate pool of well-qualified professionals in the agricultural and food sciences. Association support for student recruitment and retention, scholarships, fellowships, and other enrichment/enhancement projects will assume even greater importance than in the past, as the College strives to meet agriculture's human resources needs.

The changing face of today's agriculture has been accompanied by still another significant phenomenon, the increasingly large numbers of urban-background and female graduates assuming leadership roles in what had traditionally been a rural, male-oriented field. The future growth and vitality of the Association—and the rich heritage of the College it serves—will demand the fullest possible use of these diverse human talents and intellectual resources.

Past achievements represent a prologue to those of today and tomorrow. As the Association "builds for Century Three," it can take distinct pride in the remarkable accomplishments and success of those who came before. Their dedication and ingenuity will benefit the Association and College in the year 2000 and far beyond.

Award of Merit Recipients: 1960-86

A

total of 118 distinguished alumni of the University of Illinois College of Agriculture have been honored with the Association's highest recognition, the Award of Merit,

since it was established in 1960. Listed below are the names of the individual recipients, their respective hometowns, and the year in which the award was presented:

Louis A. Abbott '14, (Morrison, Il.), 1961
 Joseph F. Ackerman '29, (Elmhurst, Il.), 1965
 Karl F. Adams '31, (Bloomington, Il.), 1979
 R. Clayton Ainsworth '37, (Mason City, Il.), 1981
 John S. Albin '50, (Newman, Il.), 1977
 Richard E. Albrecht '40, (Johnston, Ia.), 1980
 Denton E. Alexander '41, (Urbana, Il.), 1976
 Ralph Allen '12, (Delavan, Il.), 1966
 Frank W. Andrew '38, (Champaign, Il.), 1974
 Robert D. Armstrong '36, (Monmouth, Il.), 1969
 Jo H. Armstrong '48, (Champaign, Il.), 1983
 Edwin Bay '21, (Springfield, Il.), 1969
 Walter G. Baysinger '19, (Streator, Il.), 1964
 Richard E. Bell '57, (Stuttgart, Ariz.), 1979
 Richard B. Best '22, (Eldred, Il.), 1969
 Caroll D. Bolen '59, (Des Moines, Ia.), 1984
 Nye F. Bouslog '43, (Macomb, Il.), 1977
 George J. Bouyoucos '08, (E. Lansing, Mich.), 1968
 George M. Brauer '47, (Oakford, Il.), 1968
 Louis F. Briggs '42, (Stonington, Il.), 1978
 George H. Bruington '24, (Monmouth, Il.), 1967
 Edward W. Burroughs '34, (Ames, Ia.), 1969
 Martin G. Burrus '42, (Arenzville, Il.), 1964

Colleen Callahan-Burns '73, (Peoria, Il.), 1985
 Jacob G. Cash '31, (Urbana, Il.), 1974
 G. Richard Carlisle '47, (Simpson, Il.), 1983
 John B. Claar '47, (Champaign, Il.), 1982
 G. Donovan Coil '47, (Tolono, Il.), 1978
 Willard J. Corbett '34, (Rockford, Il.), 1982
 John W. Curry '50, (Victoria, Il.), 1974
 Homer W. Curtis '27, (Stockton, Il.), 1970
 James R. Davies '43, (Downers Grove, Il.), 1984
 Kenneth D. Diehl '31, (Shelbyville, Il.), 1977
 Ed Dunphy '35, (Sullivan, Il.), 1986
 Curt E. Eckert '30, (Belleville, Il.), 1972
 Robert J. Eggert '35, (Sedona, Ariz.), 1981
 William W. Erwin '49, (Burbon, Ind.), 1973
 Eugene D. Funk, Jr. '22, (Bloomington, Il.), 1967
 I. Leonard Gardner '55, (Bloomington, Il.), 1982
 Elroy E. Golden '50, (Sycamore, Il.), 1980
 Kenneth W. Gorden '47, (Blue Mound, Il.), 1978
 Edwin D. Griffin '24, (Evanston, Il.), 1966
 Harold W. Hannah '32, (Mahomet, Il.), 1965
 Kenneth E. Harshbarger '37, (Urbana, Il.), 1986
 Melvin Henderson '25, (Tolono, Il.), 1965
 James E. Hill '16, (Springfield, Il.), 1961
 Earl M. Hughes '29, (Woodstock, Il.), 1968
 William J. Hoover '50, (Manhattan, Kan.), 1980
 Frederic B. Hoppin '41, (Lincoln, Il.), 1966
 Edwin A. Jaenke '52, (McLean, Va.), 1974
 Russell L. Jeckel '50, (Delavan, Il.), 1971
 Trevor L. Jones '27, (Springfield, Il.), 1969
 P. E. (Pat) Johnson '30, (Newton, Il.), 1961
 G. Carlisle Johnstone '05, (Bloomington, Il.), 1965

Award of Merit Recipients: 1960-86

W. Howard Kauffman '31, (Waterman, Il.), 1975
 Carl J. Kensil '51, (Greensboro, N.C.), 1983
 William F. Kirk '64, (Chadds Ford, Pa.), 1986
 Carl G. Klehm '38, (Arlington Hts., Il.), 1970
 Jake L. Krider '39, (West Lafayette, Ind.), 1962
 Paul R. Krone '29, (E. Lansing, Mich.), 1971
 Russell J. Laible '20, (Bloomington, Il.), 1970
 Russell E. Lamoreux '30, (Lanark, Il.), 1980
 Alvin L. Lang '20, (Urbana, Il.), 1973
 Donald O. Lee '25, (Mt. Vernon, Il.), 1963
 John A. Lundgren '30, (Chicago, Il.), 1972
 Walter W. McLaughlin '20, (Urbana, Il.), 1965
 Dale E. McKee '41, (Rio, Il.), 1976
 Theodore N. Mangner '37, (St. Louis, Mo.), 1963
 Leslie E. Mathers, Sr. '13, (Mason City, Il.), 1962
 Lee L. Morgan '41, (Peoria, Il.), 1971
 Arthur T. Mosher '32, (Ithaca, N.Y.), 1979
 Orville O. Mowery '26, (Carlinville, Il.), 1972
 George A. Muck '59, (Rockford, Il.), 1986
 Kenneth D. Naden '39, (Bethesda, Md.), 1983
 Donald W. Niewold '50, (Loda, Il.), 1981
 Ralph E. Nolan '23, (St. Louis, Mo.), 1968
 Harold E. Noren '39, (DeKalb, Il.), 1978
 Russell T. Odell '36, (Champaign, Il.), 1985
 Geroge S. Peters '41, (Elburn, Il.), 1976
 Ralph L. Primm '41, (Normal, Il.), 1975
 Russell J. Ramsey '30, (Pompano Beach, Fl.), 1972
 Franklin J. Reiss '40, (Urbana, Il.), 1986
 Irwin H. Reiss '41, (Sullivan, Ind.), 1979
 Virgil M. Rosendale '57, (Augusta, Il.), 1984
 John F. Rundquist '46, (Butler, Il.), 1982
 Harry G. Russell '30, (Urbana, Il.), 1964

William M. Sager '51, (Eureka, Il.), 1981
 Eugene E. Scherer '48, (Orinda, Cal.), 1982
 Dean L. Searls '37, (Camp Point, Il.), 1973
 Wilfred Shaw '20, (Marshall, Il.), 1970
 Charles B. Shuman '28, (Sullivan, Il.), 1975
 Frank H. Shuman '21, (Champaign, Il.), 1968
 Lawrence H. Simerl '32, (Urbana, Il.), 1966
 Minott Silliman, Jr. '33, (Toulon, Il.), 1971
 Fay M. Sims '41, (Urbana, Il.), 1977
 Melvin E. Sims '41, (Liberty, Il.), 1964
 Fred W. Slife '47, (Urbana, Il.), 1979
 Guy D. Smith '30, (Washington, D.C.), 1967
 J. George Smith '40, (Oswego, Il.), 1963
 John C. Spitler '07, (Urbana, Il.), 1967
 Richard P. Stone '56, (Springfield, Il.), 1977
 Ernest V. Stevenson '43, (Bloomington, Il.), 1975
 Wilbert N. Stevenson '42, (Streator, Il.), 1973
 Earl R. Swanson '43, (Urbana, Il.), 1976
 John B. Swisher '51, (Sheridan, Ind.), 1985
 Ezra G. Thiem '21, (Evanston, Il.), 1963
 William N. Thompson '41, (Champaign, Il.), 1960
 Reid R. Tombaugh '26, (Pontiac, Il.), 1976
 Bernard A. Tomlin '23, (Roseville, Il.), 1976
 Paul H. Tracy '20, (DeLand, Fl.), 1971
 Stewart L. Tuckey '28, (Champaign, Il.), 1975
 Harold B. Tukey '18, (Woodland, Mich.), 1970
 Jonathan B. Turner '23, (Vandalia, Il.), 1962
 Paul Walker '21, (Newton, Il.), 1972
 Robert J. Webb '37, (Simpson, Il.), 1974
 Clarence W. Weldon '23, (Wilmette, Il.), 1964
 Paul E. Woodson '25, (National Stock Yards, Mo.), 1961
 Harold Wright '32, (DeKalb, Il.), 1983

Association Milestones: Three Decades of Achievement

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| <p>1955 —Alumnus William D. Mason initiates the idea of a College agricultural alumni association in a letter to Associate Dean Harold W. Hannah.</p> <p>—Eleven-member Founders Committee meets and sets up a temporary alumni organization on October 29, 1955.</p> <p>1956 —General organizational meeting is held at the College's Farm and Home Festival on January 31, 1956; the "College of Agriculture Alumni Association" is officially organized and officers are elected.</p> <p>—Association is incorporated and constitution approved by June, 1956; first Association membership chairman is named.</p> <p>1957 —First Association area meeting is held in Quincy, Illinois.</p> <p>—The first issue of <i>Ag Alumni News</i>, the Association's newsletter, is published on April 1, 1957.</p> <p>1959 —Board of Directors appoints a new Historical Committee "to undertake a study of people and events in Illinois Agriculture that merit recognition."</p> <p>—The Association awards its first Honorary Life Membership to Illinois Governor William G. Stratton.</p> <p>1960 —Association establishes an "Award of Merit" to recognize achievements of its members; first Award of Merit is presented at the 1960 Annual Meeting.</p> | <p>—Historical Committee begins collecting and organizing historical documents for a planned College history; departmental histories are sought for Agriculture Library repository.</p> <p>1962 —Professor Elmer Roberts is officially designated College Historian.</p> <p>—Plaque recognizing the achievements of the renowned soil scientist, Cyril G. Hopkins, is dedicated in ceremonies at the College's Brownstown Research Farm (September 5, 1962).</p> <p>1968 —Association sponsors Centennial Delegate Assembly, which would be continued as the annual Ag Delegate Assembly Program.</p> <p>1970 —<i>Fields of Rich Toil</i>, a history of the College, is published.</p> <p>—Ag Development Fund is established in April, 1970; new Administrative Committee selects Morrow Plots improvements as the Fund's first project.</p> <p>—Deans Club is organized to provide funding support for the new Ag Development Fund; Morrow Plots soil samples are distributed to 460 prospective members.</p> <p>1972 —Deans Club charter members hold first meeting on March 3, 1972.</p> <p>—Association supports first field-study trip for animal science students; Executive-in-Resident Program is established.</p> |
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Association Milestones: Three Decades of Achievement

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| <p>1973 —Association launches first direct-mail campaign to solicit monies for the Ag Development Fund.</p> <p>1974 —Ag Development Fund supports first "Farm-in-the-Zoo" Program at Lincoln Park Zoo, Chicago, in October, 1974.</p> <p>1975 —Association's Liaison Committee is organized to identify and support high-priority College needs.</p> <p>1976 —Association initiates funding support for <i>Illini AgriNews</i>, the College's student newspaper.</p> <p>1977 —Food for Century III task force and "Committee of Fifty" are organized to promote the College's Food for Century III capital development program; area meetings encourage alumni support.</p> <p>1978 —Construction funds are approved for the Agricultural Engineering Sciences Building, the College's first major FFC III project.</p> <p>1979 —Turner Hall, Phase II, is dedicated after numerous funding delays and lengthy Association support efforts.</p> <p style="padding-left: 20px;">—Association becomes a charter contributor to the College's new JBT Agricultural Merit Scholarship Program through its Ag Development Fund.</p> <p>1981 —Association holds its Silver Anniversary Annual Meeting; several earlier officers and Association leaders are honored.</p> | <p>1983 —"Bentley Years" Recognition Program is held to honor former College Dean Orville G. Bentley; a new Bentley Scholarship Fund is established.</p> <p>1984 —College organizes a new Office of Resource Development and names its first Resource Development Director.</p> <p style="padding-left: 20px;">—Agricultural Engineering Sciences Building is formally dedicated on May 2, 1984.</p> <p style="padding-left: 20px;">—Association establishes a new "Award for Exceptional Service" and presents the first such award to Frederick B. Hoppin.</p> <p>1986 —Board of Directors officially designates October 29, 1955 as the Association's "Founders Day."</p> <p style="padding-left: 20px;">—Association organizes a new County Coordinator Program and names 70 county coordinators throughout Illinois.</p> <p style="padding-left: 20px;">—Association honors longtime FFC III supporters; theme of the Thirtieth Anniversary Annual Meeting is "A Tribute to Food for Century III."</p> <p style="padding-left: 20px;">—Ground-breaking ceremonies are held for a new Plant Sciences Greenhouses and Headhouse complex, a major FFC III project.</p> <p style="padding-left: 20px;">—Association hosts National Agricultural Alumni and Development Association, welcoming Ag Alumni personnel from more than 30 land-grant colleges of agriculture.</p> |
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*A publication of the College of Agriculture Alumni Association,
University of Illinois at Urbana-Champaign, July, 1986.*